



restoreing dc

A Monthly Update for Businesses and Consumers in the District of Columbia

JUNE 2005

VOLUME 2 ■ ISSUE 4

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★ ★ ★
Anthony A. Williams
Mayor

reSTOREing DC is published by the staff of reSTORE DC, under the auspices of the Office of the Deputy Mayor for Planning and Economic Development. It communicates important policy updates, program highlights, business bits, and other information relevant to the business community in the District of Columbia.

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LET'S MAKE A DAY OF IT! DAYTIME SHOPPING AND DINING IN DC

by Barry Margeson

In a recent issue of the newsletter, *reSTOREing DC* encouraged local businesses to stay open later to attract more customers who work and shop later into the evening. But what about the neighborhood business districts that are struggling with sales during the daytime? Many commercial areas lack nearby offices where office workers stream onto the sidewalk during lunch break. However, census statistics offer evidence of new market opportunities. National trends indicate a considerable increase in home-based businesses, and more flexible work schedules than the old "9-to-5" routine.

Because most home-based professionals lack social interaction with fellow employees and usually work out of one or two rooms, they look for reasons to get out of the house during the day. Local businesses can capitalize on this trend by offering "excuses" to shop, dine or go to the gym during non-traditional hours.

More flexible work schedules mean merchants can anticipate a slow stream of customers all day rather than a flood after 5:00 pm. This is great for customer service because it allows merchants to interact with fewer visitors at a time. In every shopping survey, customers indicate "quality customer service" as one of the reasons that they shop or dine at a business.

Anticipating the opportunities that emerge with more flexible work schedules and home-based businesses, many DC Main Streets are taking steps to capitalize on these trends by expanding their hours and offerings for daytime shopping and dining. AdamsMorgan Main Street, for example, has produced a guide to the more than 40 independently owned restaurants that currently offer lunch from Monday through Saturday. This listing is reproduced on its web site (www.ammmainstreet.org), which also promotes accessibility to the neighborhood from every part of town using public transportation. Businesses throughout Adams Morgan display a poster in their windows advertising cheap daytime parking in the Colonial Parking garage at 2421 18th Street, NW (across from Belmont Street). Sidewalk cafes are a signal to would-be diners that a restaurant is open for business, and Barracks Row Main Street actively encourages restaurants on 8th Street SE to create sidewalk cafes by handing out permit applications. In the past three years,

nine businesses have started sidewalk cafes on Barracks Row Main Street.

LUNCH BREAKS

(TIPS TO BRING IN THE LUNCH CROWDS)

- Host events like networking groups (Toastmasters, Kiwanis) and lunchtime book clubs
- Make box lunches that offer "gourmet to go"
- Specialize in lifecycle events — birthdays, retirement parties, etc.
- Offer student, senior or child discounts. Offer off-peak discounts (e.g., 20% off after 2 pm)
- Offer menu items that can be prepared quickly for customers who need to eat "on the run"
- Provide wireless "hotspots" or other amenities, such as meeting rooms or tables

AFTERNOON DELIGHTS

(TIPS TO PROMOTE DAYTIME RETAILING)

- Feature new product roll-outs and/or product demonstrations
- Expand your product mix to support the needs of home-based businesses
- Schedule daytime lectures or readings
- Offer daytime discounts for shopping from noon to 4:00 pm
- Cross promote: offer a discount with a current receipt from a local restaurant
- Cross promote: distribute color postcards advertising your products and specials at a nearby restaurant
- Develop a "personal shopping" program for regular customers
- Offer children's story-telling or other activities for stay-at-home parents
- Offer "private appointments" held during off-peak times of the day
- Provide treats and water for pets (though not in food establishments!)

Barry Margeson directs the Enhanced Business Information Center for reSTORE DC. Prior to his work in DC, he owned to small businesses and was a marketing consultant in Boston.



CONGRATULATIONS! BARRACKS ROW MAIN STREET WINS GREAT AMERICAN MAIN STREET AWARD!

In the early 1990s, merchants on Barracks Row banded together to create the Barracks Row Business Alliance, which later formed the Barracks Row Main Street program as a 501(c)(3) organization. Barracks Row Main Street brought together merchants and residents to create a vision for the district and guided projects to accomplish their goals.

On May 9, 2005, the National Trust for Historic Preservation's Main Street Center announced that Barracks Row Main Street has won the 2005 Great American Main Street Award for its successful revitalization of the 8th Street, SE commercial area.

Since 1999, Barracks Row Main Street has seen a tremendous amount of physical improvement and economic revitalization activity: 51 facade restorations; attracting 40 net new businesses, including nine outdoor café expansions; 198 net new jobs; three new traditional building constructions; a new streetscape, and a self-guided history trail. The total amount of public and private reinvestment in the community has been \$19 million. Visit Barracks Row Main Street (www.barracksrow.org) to learn more.

The Great American Main Street Awards (GAMSA) recognize exceptional accomplishments in revitalizing America's historic and traditional downtowns and neighborhood commercial districts.

MIDDAY GETAWAYS

Visit these shops and restaurants to satisfy your daytime needs

AdamsMorgan MainStreet

Bardia's New Orleans Café
2412 18th Street, NW
(202) 234-0420

Main Street Anacostia

Cole's Café
1918 Martin Luther King, Jr. Avenue, SE
(202) 889-9588

Barracks Row Main Street

Innervision (Office Supplies)
701 8th Street, SE
(202) 544-4664

World Cuisine
523 8th Street, SE
(202) 546-9333

Historic Brookland Main Street

Murry & Paul's Restaurant
3513 12th Street, NE
(202) 529-4078

Dwellings
3509 12th St., NE
(202) 269-1483

Historic Dupont Circle Main Streets

Polo India Club Restaurant
1736 Connecticut Avenue, NW
(202) 483-8705

Toast and Strawberries
1608 20th Street, NW
(202) 234-1212

14th & U Main Street Alliance

Trade Secrets
1515 U Street, NW
(202) 667-0634

JoJo's Restaurant
1518 U Street, NW
(202) 319-9350

14th Street Heights Main Street

Mocha Hut
4706 14th Street, NW
(202) 829-6200

Red Beans & Rice Children's
Boutique
4710 14th Street, NW
202-291-0337

H Street Main Street

Park's Hardware
920 H Street, NE
(202) 546-8878

Mount Pleasant MS

Haydees Restaurant
3102 Mount Pleasant Street, NW
(202) 483-9199

Express Business Center
3064 Mount Pleasant St, NW
(202) 234-5103

Shaw Main Streets

Tobago's Restaurant and Catering
1845 7th Street, NW
(202) 332-1473



Celebrating the June 22 opening of Design Within Reach, Adams Morgan's newest retailer, are, from left to right: Lynn Skynear, Skynear & Co. (one of Adams Morgan's earliest retailers); Lisa Duperier, President, AdamsMorgan Main Street Group; Pete Hiotis, Cadence Management, developer of the contextually-designed, mixed-use retail, office and residential complex known as "Kalorama Park"; Mayor Anthony A. Williams; Suzanne McLees, Studio Manager, Design Within Reach.

PHOTO BY LATEEF MANGANI, DC GOVERNMENT



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